

Lewis and Clark Bicentennial Commission Meeting July 10, 2003

Attendees: Jonathan Kemper, Bob Archibald, Doug Eiken, Frank Wesley, Larry Larson, Linda Gentry, Mark Kross, Ann Rogers, Robert Hain, Dr. Gerald Lee, Cheryl Thorp, Barbara Woods, Henry Hungerbeeler, Jim Goodrich, Lynn Wolf Gentzler, Sheila Bercier-Liese, Frederick Drakesmith, Frank Jacobs, Debra Lappe, Marci Bennett, Charles Jackson, Shannon Cave, David Kelly, Sue Holst, Melanie Robinson, Connie Schmidt, Gordon Julich, Major Steven Brooks, Sara Parker, Peter Geery, Vicky Huesemann, Denice McKeown, David Arns, Gary Walrath, Lee Braff, Bill Stine, Steve Johnson, Karen Goering, Christyn Elley, Elizabeth Gentry Sayad, Wendell Smith, Fred Ide, Jim Denny, Brian Stith, John Dengler, Dorris Keeven-Franke, Steve Powell and Venetia McEntire

Issue/Staff Person	Discussion
Call to Order and Roll Call / Jonathan Kemper.	Jonathan Kemper called the meeting to order at 9:00 a.m. and asked for a roll call and introductions.
Approval of Minutes/ Jonathan Kemper	Jonathan Kemper called for approval of the minutes of the January 30, 2003, commission meeting. Marci Bennett moved to approve the minutes and Shannon Cave seconded. Motion carried. Jonathan Kemper then handed the meeting over to Bob Archibald who asked for the Executive Director's report.
Executive Director's Report/Doug Eiken	<p>Doug Eiken reported the commission is involved in a variety of things; in particular, there have been some concerns about the water safety issue. The Water Patrol and the commission have been working very hard to get that area brought back together again.</p> <p>Doug Eiken also reported the National Signature Events are moving along on track. There have been weekly / bi-weekly phone calls with the event coordinators making sure they are adequately communicating from the national council and from the commission to the event coordinators.</p> <p>Grants that had previously been awarded are all in the process of being finalized. Doug Eiken pointed out that the commission had participated in the Boat House and Nature Center and that when traveling around the communities in the state who are involved in the commemoration, evidence of the commission's seed money, support, recognition, and assisting local communities to do a better job with the commemoration can be witnessed. In general the commission is going hard, staff is working, the local communities are energized and it's all starting to come together. Two areas that have been slow to organize on the national level as well as on the local level are: 1) integrating tribal governments into the planning of local events and engaging them in meaningful dialogue in terms of planning. Doug Eiken said that in some cases, in particular with the Osage, the commission is much farther ahead than with the other public tribes. There are 11 identified historic tribes who have an interest in Missouri and may or may not be interested in participating in commemorative activities. Staff will be working to involve those tribes. 2) Doug Eiken reported that the funds from the commission to ensure that diversity is integrated adequately throughout the state in the commemoration activities are available. Proposals for six or seven different options to enhance diversity in national signature events and local events on a statewide basis have been sent out. Those two areas still need a lot of work, however. In terms of a progress report, Doug Eiken said he thought the commission is about 70% of where we should be and will hopefully be caught up by the October meeting. Missouri should be ready for the first Corps II visit in Cape Girardeau in November 2003.</p> <p>Commission Budget - Doug Eiken reviewed the spending plan in commissioners' packets saying it is the same format that was used before. Showing basically the two sources of revenue: Inter-Governmental Transfer funds, generally referred to as federal funds and General Revenue, which we refer to as GR funds. Referring to the spending plan, the general revenue funds (top half), the plan shows FY02 actual FY03 actual expenses and FY04 planned expenses of \$92,000. On the next page under area A, those monies are obligated. Under Inter-Governmental Transfer funds, the same amount of money was appropriated, \$825,000. Area B shows there is a 3% reserve of \$24,750 set aside. That is money that we may have available to us for projects, but not being certain it is listed it in Area B. Then under IGT, area C, \$71,737 is special project funding and that is the money available for the diversity proposal talked about at the last meeting. No money has been set aside for an additional printing of the brochure. There has been some interest in reproducing for Missouri the same type of booklet that Kansas has done. Basically, an information booklet on the tribes of Kansas but rather, this</p>

	<p>booklet would be on the historic tribes of Missouri. The commission is budgeted through June 30, 2004.</p> <p>Tribal Contacts – Doug Eiken reported that one of the things developing is the outreach to the historic tribes of Missouri. The focus being primarily on identifying a contact person to communicate with to find out whether a tribe knows about the Lewis and Clark commemoration and whether they are interested in participating. Doug reported he had recently sent out a letter of inquiry with from the commission to those people identified in the 11 historic tribes and surveys are coming back from those particular people. Some of the national signature events, in particular the Louisiana Purchase Commission, have made significant contacts with the Osage tribe but there are other tribal governments who are interested in our activities.</p> <p>Karen Goering – the National Council recently received a grant from the Hewlett Foundation for funds to assist with some of the initiatives. One of the most important initiatives is that of tribal participation in the bicentennial. Amy Mossett, has been recruited to serve as the coordinator for tribal involvement in signature events. Amy Mossett just recently started working for the National Council and is a member of the three affiliated tribes. Amy Mossett, Gerard Baker and Dick Basch are organizing a several-day meeting with Oklahoma tribes to be held in Tulsa the last part of July. The meeting in part is to reassure the tribes that they are not being asked to basically do sound bites and entertainment, but rather to become involved in a meaningful way.</p> <p>Karen Goering also reported that through the Hewlett Foundation, the National Council would be able to do some re-grants to tribal organizations. These grants range from \$2,500 to \$10,000 a piece and there is one-half million dollars to be distributed in this way. Applicants for this grant money need to be a tribal council, a tribal college or a tribally sponsored non-profit organization. Karen Goering said one very important item mentioned by the tribal individuals was that they don't want other people telling their story. They want to be able to become involved and have some funding so that they can present the tribal histories in the oral traditions.</p> <p>Karen Goering said the National Council is overseeing \$1.75 million contract with the U.S. Mint that is creating 50,000 pouches for the coins that are going to be issued next year and tribal organizations put in applications and were awarded. The pouches are being prepared by traditional means by a number of different tribes. One of the groups (this is where the language preservation comes in) is the Confederated Tribes of Umatilla (they are right outside of Pendleton, OR). A grant to sponsor a program that elders are teaching children how to brain-tan hides and to prepare the pouches has been obtained. Karen Goering said that one of the requirements is that the teaching and all of the discussion while they are working on the project has to be in native language.</p> <p>Midwest Trail States Native American Diplomacy Symposium – Doug Eiken reported that this is the project the Midwest Trail States (an informal organization consisting of Missouri, Kansas, Iowa, Nebraska, North and south Dakota and Illinois) has been working on. Chris Howell, from the Kansas commission, wrote a grant to the National Park Service of \$40,000 to put on seven symposiums. There will be one symposium in Missouri. A sponsor for this is needed - probably from the University of Missouri. The purpose is basically, three areas of relationships between Native Americans and Europeans during the Lewis and Clark expedition. The second portion will focus on federal, state and local governments, Native American policies and relationships in the past 200 years. The third part is the future. Part of the contact with the tribes will be to find out what members or groups are interested in the symposium and what are the key conflicts that should be covered in the symposium. Doug Eiken said Chris Howell will make the initial contacts and then we will work with Chris to facilitate some type of planning workshop.</p> <p>Lewis and Clark Governor's Conference. Doug Eiken reported that there had been some talk about having a Lewis and Clark governor's conference in June or July. However, September seems to be a better time. Doug Eiken then introduced the new format for the newsletter.</p>
Statewide Commemoration	National Signature Events Status – Various Presenters.

Project Reports	<p>Emilie Jester - Document 3A1 in the commissioner's packets will suffice for the Kansas City Update in Emilie Jester's absence.</p> <p>Elizabeth Sayad reported the Spanish Consul General spent a day with her committee in late May in Chicago and sent back an "absolutely glowing" report about St. Louis to his Ambassador. He was interviewed on KOMX Radio. The Governor's and the Mayor's invitations to the heads of state in June were reinforced. Elizabeth Sayad reported she had received a response last week from the head of the royal council in Madrid that the King's calendar is not yet fixed for the new year but they will let Elizabeth know very early in January if the King is able to attend.</p> <p>Elizabeth Sayad referred to a copy of a memo she had sent to Doug Eiken, John Robinson and Frank Wesley about the MMG action plan and advertising plan. Elizabeth Sayad said the plan completely overlooks the first signature event and she thought a terrific marketing opportunity is being missed.</p> <p>Wendell Smith reported he had attended the Osage Tribe's annual ceremonies in Pawhuska, OK, last week and met with the cultural affairs committee. Wendell Smith had originally worked with Chief Tillman, the previous chief of the Osage, in which a healing ceremony for the Three Flags program was planned. The current Osage administration opted not to do that and changes are being made so that the Three Flags Event is accommodating to the Osage's concerns and interests. The Osage will open the program with a prayer song. Wendell Smith said he had some concerns regarding Osage activities. There are 20 venues indicated with the Osage and 13 for other tribes. Wendell asked for some sensitivity so that the Osage are not over-exposed and over-worked.</p> <p>Elizabeth Sayad added that they are now calling the event the Three Flags Festival because it is five days and it has all of the components of a festival with cultural tours, lectures, exhibits, concerts, and so on. Elizabeth asked everyone to please note in all future communications the Three Flags Festival expanded dates March 10 – 14.</p> <p>Venetia McEntire, chair of the St. Charles Lewis and Clark Bicentennial Commission, welcomed everyone to St. Charles. Venetia McEntire reported they are roughly ten months away from their signature event. Scheduled are 50 different activities during the St. Charles' event at the present time. Venetia McEntire said the Heritage Days had taken place the third weekend this past May. St. Charles attracted about 40,000 visitors and 35 travel writers. Dedication of the Lewis and Clark statue and the Boathouse and Nature Center were part of the festivities. St. Charles recently participated in Fair St. Louis as well as the Outdoor Writers Association. St. Charles had a booth and the Fife and Drum Corps of St. Charles performed. The Fife and Drum Corps of St. Charles will be traveling to the Falls of the Ohio in October for that event. Venetia McEntire reported that there was an article in the New York Times on St. Charles, Lewis and Clark and the Missouri River and how life has changed over 200 years later along the Missouri River.</p> <p>Venetia McEntire reported that planning is on schedule but they are struggling a little bit with budget. Venetia McEntire said she thought, however, that if the event had to take place right now that it could be done. St. Charles is very confident everyone and everything is in place and that they have enough volunteers. Venetia McEntire said the big gauge for St. Charles' event would be the Falls of the Ohio. St. Charles' concern right now are numbers because it isn't known how much the infrastructure can hold at this point. A small example would be the July 4 festival this past weekend. Although St. Charles had fireworks on two different nights and approximately 90,000 people came in, Venetia McEntire said a "bottle neck" forms on Interstate 70 and St. Charles is concerned about what will happen when 500,000 are coming in to see the boats arriving/departing?</p> <p>Doug Eiken said that was a good point because in the commission's special event workbook reference to, "make sure you are coordinating with the local law enforcement and security because it is a very important connection. If planning goes on without engaging them and all of a sudden they have a big problem on their hands how will they handle it then?"</p> <p>Bob Archibald congratulated the St. Charles' folks on an <i>extraordinary</i> job, the wonderful facility</p>
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and all of the activities St. Charles has planned.

Bob Archibald reported the National Council had planned a 2006 event for the return of the expedition in September but no local sponsor had stepped forward. The National Council of the Lewis and Clark Bicentennial decided to take on the responsibility of the event. Bob Archibald said he had been in touch with the Convention and Visitors Bureau in St. Louis and they are going to partner in the planning as well as Bob Moore, of the Jefferson National Expansion Memorial. An initial meeting will be planned within the next several months an advisory board will be created to oversee the planning of the event. The National Park Service declined sponsorship of it.

National and State Ad Campaigns – Bob Archibald on the National Ad Council campaign that is being co-sponsored by the National Council of the Lewis and Clark Bicentennial and the Missouri Historical Society which will preview in September. Bob gave a very quick overview. This will be a print campaign, a television campaign and a radio campaign. These campaigns will go on for a period of 3 to 4 years during the duration of the bicentennial. This will actually focus on four specific events along the Missouri River and the tag line will be, “The farther they got from civilization the more civilized they became”. Karen Goering said there was a recommendation that the headline be changed to say, “The farther they got from civilization the more civilizations they encountered.” Karen said the Ad Council hasn’t accepted that yet – it plays along the lines that the territory was a very populated landscape and the expedition encountered civilizations that was had been occupying the territory. It wasn’t an empty wilderness.

There are a number of areas in which the National Council and the Ad Council are most interested. What is tribal awareness and understanding it? Will we somehow as a people have become more capable of standing in the shoes of others – understanding that when we see the world differently it doesn’t mean that somebody is not telling the truth but that perspective is a matter of where you’re standing. If you are a Nez Perce in Idaho watching Lewis and Clark come, its’ a very different experience than if you are living in Missouri watching them go.

National and State Ad Campaigns – Bob Hain reported MMG has been putting together press releases and “advertorials” that have been in historical magazines such as Audubon, American Heritage, etc. They also want to increase the awareness about Lewis and Clark with all of this effort and are responding to the inquiries with a brochure from the Missouri Department of Natural Resources. Bob Hain reported he has also been developing individualized itineraries for travel writers. Bob Hain said that the Division of Tourism is going to enhance the Web page by having a special Lewis and Clark icon that will go to a Lewis and Clark. Four give-a-ways, which will be tied into the Missouri National Signature Events along the trail, are being planned.

Bob Hain reported that MMG wants to purchase a banner to go across the top of magazines showing reduced cost opportunities for local cities along the way to be able to buy advertising on that particular page. They are targeting print as opposed to TV and radio with these efforts. Information will be available in a couple of months.

Educational project reports – Christyn Elley reported that unless more funding available becomes, there would not be any more mini-grants. It has been a very popular program. Curriculum is now available to accompany the mapping project for the state archives and the curriculum is now available on the Secretary of State’s Web site and was produced by MorNet.

Karen Goering gave a power point presentation on both the educational curriculum as well as the Missouri panel exhibition that will be traveling around the state. The Historical Society has been working with partners to create the curriculum that will go along with the national exhibition and also the panel exhibition that will be traveling the state over a three-year period. There is a focus on primary source materials and was written by teachers for teachers. More specifically directed towards grades 4 through 12 and it will initially be available in a Web-based format. That will be rolling out this fall. Initially available in Mid-August. The curriculum theme is politics and diplomacy – a unit for elementary and middle school.

Karen Goering reported that the panel exhibition, “Lewis and Clark’s Missouri” has been created and draws upon the research that has been done by Carolyn Gillman and others for the national exhibition. Multiple copies have been made with two of them being traveled by the state

museum. Starting in September 2003 and going through the end of 2006, one copy will be scheduled to always be in circulation in the northern part of the state and one in the southern part of the state. There will be an additional version that will be kept in St. Louis that will be going to various events and promotional activities.

Native American, African American and Diversity Proposals – Doug Eiken reported a letter went out requesting proposals from seven potential venues identified in previous commission meetings. The proposals were to be submitted to the commission by August 1 to be evaluated and determinations made on the \$61,000 set aside for diversity proposals. Doug Eiken said the date might be moved back in order to resolve the conflicts in getting the proposals processed by the original date. These proposal requests are for the \$61,000 set aside for the Native American, African American and Diversity Projects.

Barbara Woods began a discussion on her concern regarding funds she and Commissioner Sheila Bercier-Liese have sought from the commission for the Healing Drum Ceremony and the fact it had not yet been resolved. Barbara Woods asked that Jonathan Kemper, Bob Archibald, Sheila Bercier-Liese have a side conversation. Jonathan Kemper declined a side conversation and felt the commission, as a whole, should hear the issues. Jonathan Kemper assured Barbara Woods that her feelings and participation are very important and he wanted to get the issue resolved. Barbara Woods asked for a clarification of the funding process with instructions. Doug Eiken said he would supply that for her. A lengthy discussion followed and Doug Eiken, Barbara Woods and Sheila Bercier-Liese were to meet following the commission meeting.

Water Safety and Flotilla - Charles Jackson reported there had been a lot of discussions and he believes they are on the right track. Charles Jackson said they are trying to include everyone that will be called in if something should happen. Public Safety is trying to look at how to prevent anything that **could** happen to the flotilla as well as at the various events that will take place along the shores of the river communities. Support will be provided as needed by the Water Patrol and the Coast Guard. In May of 2004, it starts here in the St. Charles/St. Louis area – scheduled to depart St. Charles there are 47 significant events planned at this time along the adjacent communities of the river. There are approximately 552 Missouri River miles to patrol. In looking at communications, Charles Jackson said the Missouri River can be a very dangerous river because of the swift current and boaters can get into trouble on the river very quickly. Gas services, hot dog services, etc. are all being considered along the way. Also, keeping the flotilla secure so that some inexperienced boater doesn't get into harm's way. There has been a lot of international as well as national attention to this flotilla.

Charles Jackson said communications have been a big concern and that he's going to try to use this as a platform to look at the statewide communication system. Charles Jackson said he has talked to Motorola who has developed some new technology on 700 MHz, a recently released band for spectra for the law enforcement community. There are some good things that will happen because of this. Captain Huenink will be heading up these committees.

The problem of **who** has authority on the river was discussed. Doug Eiken said the local jurisdiction has some authority, the water patrol has some, the department of conservation has some, but no one has complete authority. Charles Jackson said he would address the issue at the next safety meeting. Shannon Cave said the question was asked of all of the state and federal agencies early on and no body felt they had authority. The Coast Guard can close the river to navigation and tell everyone to get off of it but there isn't anything around to let you selectively close it or limit it. Shannon Cave said he hopes to see some insight at the Falls of the Ohio this year. The Ohio is a heavily recreated river with lots of folks on it. May have to look into executive order possibilities. Jonathan Kemper suggested this be taken up at the next meeting due to the time constraints of this meeting.

Interpretive Signing Program - Mark Kross reported that the sign he has shown before (and is showing today) has two versions. The larger version will be on state highways that will direct people with arrows to interpretive panels or other National Park Service certified sites throughout Missouri. The interagency team included MoDOT, DNR, Conservation, Missouri River Communities Network to identify and pinpoint where these interpretive panels are going to be so we could figure out how many of these signs we would need to get them off the trail and to those interpretive panels. After identifying the best paths for these panels Mark Kross said

	<p>they would need 510 of these sign, 400 arrows and 420 posts to put them on. The materials will cost \$25,000; the labor for installation will cost \$125,000. The installation will be done by MoDOT, Conservation and by MDNR and also by the local communities. That will be used as a match to go before the Missouri Highway and Transportation Commission at their August 8 meeting to request \$25,000 for producing these signs and supplying the posts to put them on. Mark Kross said MoDOT would be supplying them to the agencies and the communities who will be installing the signs. One thing that has to be addressed is the timing on putting up the signs so they are not installed before an attraction is in place.</p> <p>Mark Kross said that Charles Dengler of St. Charles, brought up another issue related to signing. The Lewis and Clark Trail crosses Interstate 70 33 times and there are other areas where freeways cross the trail. Mark Kross said the brown and white Lewis and Clark signs everyone is familiar with will go up at those freeway help people to understand that there is something associated with Lewis and Clark out there. We're going to try to put the Lewis and Clark Trail signs on the big green freeway exit signs or at least have something attached to those that say "Lewis and Clark Trail, Get Off Here".</p> <p>Production of Interpretive Signs - Jim Denny reported there are four signs completed for the Mississippi River. One that is almost done and three to go on. The Missouri Department of Conservation is making good progress on theirs. Jim Denny reported that he would be meeting with Darold Jackson in a couple of weeks on that to put in a series of three signs for St. Charles. There are seven signs for the Missouri River that are in the draft stage and almost ready to go.</p>
<p>New Business</p>	<p>Missouri Department of Conservation - Doug Eiken reported that the Missouri Department of Conservation has a new option for people in terms of grants or projects. Shannon Cave passed out handouts for the School Grant Program. MDC agreed to set aside a quarter of a million dollars to help communities and schools do more programming related to Lewis and Clark – basically \$100,000 set aside for school grants and up to \$750 per school (per request) \$150,000 set aside for community grants, up to \$15,000 per community. Shannon Cave said MDC is interested in all cases of having Lewis and Clark related events that engage people with the natural resources of the state. School applications are due October 1 and the community grants for assistance are due around November 14.</p> <p>2004 Events and Activity Format - Doug Eiken referred to the chronological listing of all commemoration activities to illustrate what staff has been working on. The intent is to come up with a format that will begin to set aside times and locations of the events. Bob Archibald said he thought a list of events of this sort would be at the very heart of what the commission ought to be doing in terms of being able to promote the events. Bob Archibald asked for a much more elaborate and much more comprehensive listing for the next commission meeting.</p> <p>Missouri Lewis and Clark Bicentennial Logo Licensing - Frank Jacobs said he had been asked to make a presentation of a draft of a policy to endorse our logo. Frank Jacobs said he understood some clarification was needed and he then turned the meeting back over to Doug Eiken.</p> <p>Doug Eiken reported the policy was initiated by a request from Missouri River Communities Network to use the commission logo on T-shirts. The proceeds from those T-shirts would then be used on commemoration events and activities. Doug Eiken said that a few meetings ago, the commission had decided against doing something like that. So the commission was asked to put together a policy. The policy in the commissioner packets is very close to what the National Council has but has been revised for Missouri. The key item is that there is a logo-use policy, which is different than the licensing. The Use Policy hasn't changed. The way the policy is written is that the commission would charge a licensing fee of \$250 for each approved request, or, the group could give us materials for distribution or give-a-ways or whatever, in lieu of that \$250.</p> <p>Bob Archibald made a motion to: 1) adopt a logo use policy at our next meeting but not a licensing policy. 2) In order to expedite the request on the table from the Missouri River Communities Network, that the commission specifically approve that use as proposed, assuming that whatever proceeds they derive from our logo or used for the purposes for which the organization proposed. Frank Jacobs so moved and Barbara Woods</p>

	<p>seconded . All were in favor. Motion carried.</p> <p>Barbara Woods said Venetia McEntire had suggested that the commission pay homage and recognize those communities and those entities who have worked very hard to advance the commemoration. Barbara Woods made a motion for the commission to have a resolution made and presented to the Corps of Discovery of St. Charles. Dr. Lee seconded. All were in favor. Motion carried.</p> <p>Sara Parker gave a brief report to the commission regarding Chad Pregracke - Living Lands and Waters. He has done Missouri River cleanups in the St. Charles area, Rocheport/Hartsburg areas, etc. and has taken a lot of trash out of the river. Missouri has adopted a parallel organization called Missouri River Relief. They have been involved with Chad Pregracke in the last several years. It's an exciting endeavor largely based upon volunteers. There were over 600 volunteers in mid Missouri. Next week is the board meeting of the Missouri River Relief Board and they are proposing for 2004 are three cleanups. There will be the Kansas City area, the St. Charles area again and also mid-Missouri (around Boonville). The proposal for next year is to be about a week in front of the flotilla and to clean up in conjunction with communities all along the river but also to clean up the river about a week ahead of the flotilla. Sara Parker said she thought there would be many advantages to that and working with the communities along the way. It would be an excellent way to advertise the flotilla coming down the river. What Greg and his volunteers do is get out weeks in advance and mark any hazardous components that would be in the river and along side, so there is some safety value to it as well. Sara Parker asked for a resolution from this commission to go to the Missouri River Relief Board next week showing that the commission is in favor of a proposal to do cleanups in conjunction with communities in advance of the flotilla. Dr. Jim Goodrich made the motion and Cheryl Thorp seconded. All were in favor and motion carried.</p>
Next Meeting Date and Time	The next meeting is scheduled for October 9, 2003 in Kansas City. The tentative venue will be Union Station.
Adjournment	Noon.